

Premium Beauty and Personal Care in Egypt

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

Premium beauty and personal care segment saw double-digit current value growth in Egypt in 2023 but significant decline in volumes during the year. Two main factors impeded the performance of premium beauty and personal care during the year. Firstly, the low purchasing power of consumers had a detrimental impact on the segment's performance. Facing economic challenges and high inflation rates, consumers had to tighten their budgets. Secondly, the lack of availability of imported brands in the ma...

Euromonitor International's Premium Beauty and Personal Care in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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